

## **Definition of IWFA-EWFA Distributor Member**

### **From IWFA By-Laws:**

‘a distributor based in North America or Europe and engaged in the distribution of window film to dealers in window film (“Distributor Member”)’

### **This Definition should be interpreted to mean that a location will be considered a distributor if it satisfies one or more of the following criteria:**

- Any location where inventory is being held for immediate or future sales of window film products to customers; and
- A physical location where an order desk for sales of window film products is operated; or
- Any location listed on a manufacturer’s or distributor’s website or in other company promotional efforts (including social media) or materials as a place where a general inventory or stock of a manufacturer’s or distributor’s products are kept and out of which sales or sales processing or sales servicing of orders may take place.

*If the location meets any one or more of these criteria*, the location would be treated as a distributor. For purposes of membership in IWFA/EWFA, each location, whether or not separately incorporated or operated as a separate company, will be treated as a unique distributor even if a larger company, such as a window film manufacturer, commonly owns or operates multiple distributor locations. Each unique distributor location would have to join the IWFA/EWFA separately.

*A pick-up only location for previously sold product would not be considered a distributor location*, if (1) the sold products are shipped to that location on an order-by-order basis and (2) not fulfilled out of inventory on hand at that location.

Since IWFA/EWFA long-established policy has required that, if any company itself or one of its corporate affiliates could qualify for IWFA/EWFA membership in more than one category (for example, as a manufacturer and distributor, or as a distributor and dealer), the company must first join the IWFA/EWFA in the highest category before it could join in any other category. As an example, if a distributor either acts as or is promoted as an authorized distribution location for a window film manufacturer or its brands or products, then the distributor cannot join the IWFA/EWFA unless that window film manufacturer is an IWFA/EWFA member. Likewise, if a distributor is not an IWFA/EWFA member, it cannot represent itself as affiliated in any way with the IWFA/EWFA, even if the product or brand it is marketing is manufactured by an IWFA manufacturer member and/or has the IWFA/EWFA logo on the manufacturer’s packaging or promotional materials.